

From: Jennifer Shah <jshah@thriveworks.com>  
 Subject: Fwd: Thrive 1st Pass 3/23  
 Date: April 11, 2013 at 6:33 AM  
 To: Ryan Hult <ryanhult23@yahoo.com>  
 Cc: Tucker Stoffers <tucker@thriveli.com>

Ryan/Jason:

The first pass DPL report for week ending 3/23 that you sent me was missing a file (we sent you the first pass in two separate files that week, rev share & purchased sent 4/1 & 4/2). I added the leads you were missing, which are highlighted in yellow, into the revised attached file. The revised report reflects the following:

- 22 leads (your report showed 11)
- \$25,760 sales
- \$1,170.91 DPL (your report showed \$2,341.82)

Unless there are additional sales to report, the above is accurate for 1st pass sales DPL for cohort week ending 3/23/13.

I'd like to get on a call today to discuss how the DPL is being tracked and reported so we are both tracking it the same. We can do cohort DPL reporting, which is the way you are doing it if you take last week's sales and tie each sale back to the week the lead was allocated OR we track DPL with sales last week against leads allocated last week (by lead segment - First Pass, Income Class, 2nd Pass).

In the end, the overall DPL will average out the same regardless of the way it is tracked, but we need to both agree on which format of DPL reporting we will use. There are advantages/disadvantages to both - it depends what main KPI's we are trying to derive from the DPL reports that would determine the best format.

Let me know when you are available today and we can go over this.

Thanks,  
 Jen

----- Forwarded message -----  
 From: Ryan Hult <ryanhult23@yahoo.com>  
 Date: Wed, Apr 10, 2013 at 4:25 PM  
 Subject: Thrive 1st Pass  
 To: jen <jshah@thriveworks.com>

Jen,  
 Here are the Thrive first pass leads. More to come.  
 Thanks,  
 Jason



Week Sold	Last Name	First Name	Phone	Cell	Email	City	State	Country	Lead Code	Best Time	Best Day
3/23/13								CANADA	SMMS	10:00 AM	Wed
3/23/13								UNITED KINGDOM	GCFS	6:00 AM	Thu
3/23/13								CANADA	SMMS		
3/23/13								UNITED STATES	SMMS	2:00 PM	Tue
3/23/13								CANADA	SMMS	4:00 PM	Thu
3/23/13								UNITED STATES	SMMS	6:00 AM	Tue
3/23/13								UNITED STATES	SMMS	12:00 AM	Wed
3/23/13								UNITED STATES	SMMS	2:00 PM	Thu
3/23/13								UNITED STATES	SMMS		
3/23/13								UNITED STATES	SMMS	10:00 AM	Fri
3/23/13								UNITED STATES	GCFS		
3/23/13								NEW ZEALAND	GCFS		
3/23/13								UNITED STATES	CCU	7:00 PM	Sun
3/23/13								UNITED KINGDOM	PSAH	2:00 PM	Thu
3/23/13								UNITED KINGDOM	CCU	12:00 AM	Mon
3/23/13								AUSTRALIA	GCFS		
3/23/13								UNITED STATES	GCFS	2:00 PM	Fri
3/23/13								UNITED STATES	WAHU	12:00 AM	Wed
3/23/13								UNITED STATES	WAHU	10:00 AM	Mon
3/23/13								UNITED STATES	WAHU	3:00 PM	Wed
3/23/13								UNITED STATES	WAHU	4:00 PM	Wed

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Member/Group	Sale Amount	Sales Floor	First Appt	Purchased/Rev	Thru	Sales Floor %	Load	Charged	Financed	Date
Franklin Success	\$ 6,500.00	Franklin Consulting	3/20/13 15:00	Rev-share	35%	0%	1	\$ 8,465.00		4-Apr
Franklin Success	\$ 7,000.00	Franklin Consulting	3/21/13 8:30	Rev-share	35%	0%	1	\$ 500.00		
Focus	\$ 7,300.00	Advantage Education	3/19/13 14:00	Rev-share	35%	0%	1	\$ 500.00		
Focus	\$ 7,900.00	Advantage Education	3/21/13 16:00	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Focus	\$ 2,300.00	Advantage Education	3/20/13 6:30	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Focus	\$ 3,900.00	Advantage Education	3/20/13 13:00	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Focus	\$ 7,300.00	Advantage Education	3/21/13 15:30	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Focus	\$ 3,900.00	Advantage Education	3/22/13 11:00	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Focus	\$ 10,600.00	Advantage Education	3/22/13 11:00	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Focus	\$ 3,900.00	Advantage Education	3/22/13 11:00	Rev-share	35%	0%	1	\$ 8,670.00		4-Apr
Franklin Success	\$ 5,000.00	Franklin Consulting		Purchased	3%	35%	1			
Franklin Success	\$ 1,500.00	Franklin Consulting		Purchased	3%	35%	1			
Franklin Success	\$ 1,900.00	Franklin Consulting	3/21/13 16:00	Purchased	3%	35%	1			
Franklin Success	\$ 3,779.00	Franklin Consulting	3/21/13 14:30	Purchased	3%	35%	1			
Franklin Success	\$ 2,264.00	Franklin Consulting	3/23/13 12:30	Purchased	3%	35%	1			
Franklin Success	\$ 5,100.00	Franklin Consulting		Purchased	3%	35%	1			
Focus	\$ 3,695.00	E-Bit Academy, LLC	3/22/13 15:00	Purchased	3%	35%	1			
Success Institute	\$ 8,876.77	Success Institute	3/20/13 12:30	Purchased	3%	35%	1			
Success Institute	\$ 8,800.00	Success Institute	3/21/13 21:00	Purchased	3%	35%	1			
Success Institute	\$ 3,900.00	Success Institute	3/22/13 8:00	Purchased	3%	35%	1			
Success Institute	\$ 7,480.00	Success Institute	3/22/13 13:00	Purchased	3%	35%	1			

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